

REQUEST FOR PURCHASE IN EXCESS OF \$20,000/CHANGE ORDER



To: Mayor and City Council

From: Communications & Technology Services Director Jennifer Bennerotte

Date: March 17, 2015

Subject: 2015 Quality of Life Survey

Agenda Item #: VIII.G.

The Recommended Bid is

- ☒ Within Budget
☐ Not Within Budget

Date Bid Opened or Quote Received:
February 2015

Bid or Expiration Date:

Company:
Morris-Leatherman
National Research Center (National Citizen Survey)
National Research Center (custom survey)

Amount of Quote or Bid:
\$28,000
\$12,510+
\$27,250

Recommended Quote or Bid:
National Research Center custom survey for \$27,250

General Information:

The City of Edina is scheduled to complete its next Quality of Life survey this year. \$30,000 has been budgeted for the project. Staff would like to administer the survey in May after the Edina Public Schools facilities referendum. Results would be made available sometime in July.

Staff has secured proposals from Morris-Leatherman and the National Research Center (NRC) for administering the survey, resulting in three alternatives.

Alternative 1

In past years, the City has used Morris-Leatherman (formerly Decision Resources) to complete its Quality of Life surveys. Morris-Leatherman is a local firm that conducts similar surveys in several other metro area cities, allowing us to compare our results to theirs.

Morris-Leatherman would contact 400 randomly selected households in Edina to complete a telephone survey. Cost would be \$25,000 for a 175-question survey or \$28,000 for a 200-question survey. The price includes a formal presentation to the City.

Alternative 2

The City may wish to contract with the NRC to administer the survey. NRC partners with ICMA to administer surveys across the nation, giving its clients the ability to compare data to cities around the United States of America. NRC recommends a mailed survey to 1,500 randomly selected households to maximize the amount of data that can be collected. Cost for a custom survey is \$24,250, plus \$3,000 if an in-person

presentation of the results is requested. If the City wants a survey via telephone, cost would be \$33,345 for 400 20-minute interviews with residents.

Minnesota clients completing custom surveys include Beltrami County, Blaine, Carver County, Dakota County, Eden Prairie, Inver Grove Heights, Maple Grove, Minneapolis, New Brighton, Olmsted County, Scott County, Shorewood, St. Louis County and Washington County.

Alternative 3

NRC also offers the “National Citizen Survey.” Base cost for the template survey is \$12,510. There are add-on options such as \$1,665 for each open-ended question or \$743 for subgroup comparison reports.

Minnesota clients completing the National Citizen Survey include Albert Lea, Bloomington, Chanhassen, Duluth, Hutchinson, Lakeville, Maplewood, Ramsey, St. Cloud and Victoria.

Staff Recommendation

Though we are appreciative of the good work Morris-Leatherman has done for Edina in the past, staff recommends the City work with NRC to complete a custom survey in 2015, allowing us to compare survey results against our own previous results and with cities locally and across the nation. NRC offers sophisticated tools for viewing the survey data and reports.

If approved, NRC would begin crafting the survey instrument and mailing materials this month. A pre-notification postcard would be sent to potential respondents in late April or early May, with the first wave of surveys sent after the bond referendum May 5. NRC recommends five weeks of data collection to maximize response. NRC would coordinate data analysis and write its report in June and deliver a final report and presentation to the City in July.